

## This project has 3 key areas of intervention the last two of which are overlapping.

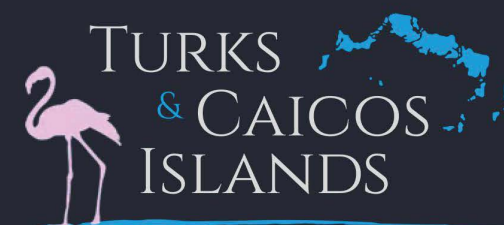
- **DMO / TRA model design:** the development of a DMO model including the governance model, financial model, business model, staffing, roles and responsibilities etc., and the development of the roles and responsibilities of the TRA.
- **DMO legislation:** the review of TCI tourism legislation and the identification of amendments or new legislation needed in TCI to accommodate the development of a DMO and then subsequent drafting of new legislation.
- **Tourism Development Strategy:** the development of a new tourism development strategy for TCI, covering all islands and tourism destinations, the identification of areas for product development, marketing plan and implementation plan etc.



### The TCIG and the Target Euro team aim to develop a SMART DMO

Which encourages data collection and sharing among tourism stakeholders to allow them to make informed real time decisions and investments that will improve the overall TCI tourism ecosystem and increase tourist spending. This will be accomplished through a Learning Region approach, which brings stakeholders together in coherent information and cooperation networks, to monitor the sector's performance and governance issues.

DESTINATION MANAGEMENT  
ORGANIZATION & TOURISM  
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## The Turks and Caicos Islands Government

as part of its 'Contract with the People' and 'Citizen Empowerment Document' has clearly outlined its vision for the Tourism Industry. This vision includes the development of a Destination Management Organization (DMO) and a Tourism Regulatory Authority (TRA) to replace the current Turks and Caicos Islands Tourist Board structure. These changes in the organization and management of tourism in TCI aim to improve destination competitiveness and increase stakeholder synergy through the efficient marketing and management of the TCI Destination in close partnership with the private sector.

## After a lengthy international tendering process

The TCIG has selected Target Euro, an international tourism development consultancy firm based in Italy, to help transition the TCI Tourism Board and set up the various entities to manage tourism in the Turks and Caicos Islands.



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